cannot continue indefinitely to infuse capital into the venture with no commitments from cable operators in the forseeable future to begin carrying the network.

Diane Asadorian General Manager

PBS Harizons Cable Network

Dated: May 16, 1994

# **EXHIBIT 4**

PRESS CONTACTS
Robb Deigh, PBS
703/739-5392
Jeanne Hopkins, WGBH Boston
617/492-2777, ext. 4363
Lili Root, Thirteen/WNET
212/560-2025

FOR RELEASE: Tuesday, May 18, 1993 10 A.M.

# PUBLIC BROADCASTING SERVICE, WGBH BOSTON AND THIRTEEN/WNET NEW YORK ANNOUNCE NEW CABLE NETWORK

Non-Profit HORIZONS TV Will Bring Country's Greatest Thinkers, Artists and Teachers Into Homes Across the Nation

New York, NY, May 18 — Public television is expanding its educational reach beyond broadcast television into cable with the formation of a new informational and cultural network called HORIZONS TV, it was announced today. The 24-hour cable channel will tap into the wealth of major educational and cultural events offered each day at the nation's leading universities, museums, libraries and arts centers. It will bring the most important, interesting and entertaining readings, lectures, debates and symposia into homes across the country. HORIZONS TV will broaden the wide range of educational services that public television stations provide to this country.

HORIZONS TV is an initiative of the Public Broadcasting Service (PBS), WGBH Boston, and Thirteen/WNET in New York, designed to give more Americans access to the country's greatest thinkers, scientists, authors, artists and teachers. The new cable service is expected to be launched at the end of 1994, when additional cable channel capacity will begin to come on line. It will be a financially independent, self-sustaining non-profit enterprise.

The announcement was made during a press conference in the Trustees Room of The New York Public Library by Dr. William F. Baker, President and CEO of Thirteen/WNET; Henry Becton, Jr., President and General Manager of WGBH Boston; Robert G. Ottenhoff, Executive Vice President and COO of PBS, and Lawrence K. Grossman, a former president of both PBS and NBC News, who has spearheaded this new venture.

-more-



HORIZONS TV page 2

"Each day at institutions across the country, Nobel laureates, Pulitzer Prize-winners, National Book Award authors, distinguished artists, architects, and playwrights, as well as scientists and religious, financial and political leaders, speak, discuss and debate subjects that intrigue and challenge their audiences," said Mr. Grossman, who will oversee the start-up of the cable network. "HORIZONS TV will bring cable viewers into these forums, expanding public access to the community of ideas. It will serve as a kind of cultural and intellectual counterpart to cable's C-SPAN, which has made an extraordinary contribution to the nation's public affairs."

HORIZONS TV will be a separate non-profit corporation steered by public television with a Board of Directors composed of representatives of the three founding institutions as well as members of the cable industry and program providers. PBS, WGBH and Thirteen/WNET have made the initial investment to develop the enterprise and will invite other public television stations to join the venture. Additional start-up financing will come from foundations, charter sponsors and other sources. No government funds are involved in this service.

"HORIZONS TV will be of great value to America's public television stations and the people they serve," said PBS's Robert G. Ottenhoff. "The advent of channel compression technology by mid-decade and the widespread installation of fiber optic cable will make room on the television dial for many more viewing options, providing public television stations with an even greater opportunity to fulfill their mission to educate and inform the American public. With HORIZONS TV, public television can maintain the great strength and breadth of our general audience programming, while developing more targeted programming. While the new cable service will not offer courses or subjects for academic credit, it will search the nation for the most compelling cultural and intellectual events."

Once operational, HORIZONS TV will be self-sustaining, supported by comparatively low license fees from cable operators and revenues from advertising for books, videos, computer software and other products or services relating to the content of the programming. Commercial messages will not interrupt programs.

HORIZONS TV has been designed to satisfy the growing appetite among millions of Americans for continuing educational and intellectual growth. Audience research undertaken during the past year indicates that the cable channel will have extraordinary appeal to public television members, museum and library supporters and university alumni. According to WGBH's Henry Becton, Jr., "HORIZONS TV will be an attractive service both to viewers and to cable operators, because it will provide programming that is highly valued and low in cost. We look forward to working together with the cable operators and public television stations around the country in the months and years ahead to develop this service, which will not only make these presentations more widely available, but will create a permanent videotape archive of some of the nation's outstanding thinkers."

HORIZONS TV page 3

HORIZONS TV has been in development for the past year and has undergone extensive testing under the direction of Mr. Grossman and WGBH's Director of Cable Projects, Diane Asadorian. The development team also has included cable consultant Marshall Cohen, former Executive Vice President of Research and Strategic Planning, the MTV Networks. Mr. Cohen conducted an extensive market research analysis of leading cable operators and decision-makers, as well as gauging consumer interest in HORIZONS TV. Financial and marketing consultant Natalie Hunter, former Director of Production Administration for ESPN and former NBC News Vice President of Finance and Administration, prepared the business plan for the network startup.

Dr. William F. Baker of WNET said, "HORIZONS TV will give WNET and other PBS stations a wonderful opportunity to get involved in an important second service to our communities. We can use our resources and expertise to work closely with local universities and cultural institutions as well as cable operators to produce programs for national distribution on HORIZONS TV, including lecture series or symposia that might complement programs airing on PBS."

HORIZONS TV also will enable cable systems to better serve their communities. Cable operators will have the right to offer HORIZONS TV free of charge to schools, libraries, museums, prisons, nursing homes and other public institutions in their service area.

Also attending the press conference were John Masten, Executive Vice President of The New York Public Library, and two members of the HORIZONS TV Program Advisory Board — Dr. Daniel J. Boorstin, the Library of Congress Emeritus, and Peggy Charren, founder of Action for Children's Television. Other HORIZON TV Program Advisory Board members include Vartan Gregorian, President of Brown University and former President of The New York Public Library; Lloyd G. Richards, Professor Emeritus, Yale School of Drama, and Michael Sovern, President of Columbia University.

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PRESS CONTACTS
Jeanie Angier
HORIZONS CABLE NETWORK
617/926-8300

FOR RELEASE Wednesday, December 1, 1993

Diane Asadorian HORIZONS CABLE NETWORK at Western Cable Show Anaheim Hilton 714/750-4321

# FOUR MAJOR MSO8 ENDORSE THE HORIZONS CABLE NETWORK

Cablevision, Century, Continental and Prime Announce Support of HORIZONS CABLE's Information and Cultural Network

Anaheim, California, December 1 – Four leading multiple-system cable operators announced their endorsement of public television's HORIZONS CABLE NETWORK and expressed their desire to provide the new service on their cable systems, HORIZONS President Lawrence K. Grossman announced today.

At the Western Cable Show in the Anaheim Convention Center, Mr. Grossman disclosed that Cablevision Systems Corporation of Woodbury, NY; Century Communications Corporation of New Canaan, CT; Continental Cablevision Inc. of Boston, MA; and Prime Cable of Austin, TX have given HORIZONS their support. The network will bring to cable the most interesting and important intellectual, cultural and educational events from the nation's leading universities, museums, libraries and arts centers.

HORIZONS CABLE, a new service of the Public Broadcasting Service (PBS), WGBH Boston and Thirteen/WNET in New York, is designed especially for cable subscribers. HORIZONS plans to launch late in 1994. Mr. Grossman, a former president of both PBS and NBC News, heads the new venture.

- more -



"We are extremely gratified to receive the early support of these MSOs, and we look forward to concluding long-term agreements with them," Mr. Grossman said.

Charles Dolan, Chairman and CEO of Cablevision, said, "HORIZONS is exactly the kind of service that is needed in cable television today. It helps fulfill the promise of cable to bring a wide variety of quality programming to a diverse audience." Cablevision systems reach more than two million subscribers.

Century Communications Cable Division President Andrew Tow said, "HORIZONS will bring to cable the best of the nation's leading informational, educational and cultural institutions, the kinds of events normally available only on their campuses and in their auditoriums. We look forward to carrying it." Century cable systems reach nearly one million subscribers.

Amos Hostetter, Chairman and CEO of Continental, said, "HORIZONS has tested strongly in several of our markets. We are impressed with the quality and the variety of events covered." Continental serves nearly three million subscribers.

Mark Greenberg, Vice President Strategic Marketing and Programming of Prime Cable, said, "Prime is delighted to be able to add many of the nation's outstanding authors, scientists, artists, teachers and thinkers to our program schedule. HORIZONS will be a welcome service for us." Prime reaches over 540,000 cable subscribers.

Members of the HORIZONS CABLE NETWORK Program Advisory Board include:

Dr. Daniel J. Boorstin, the Librarian of Congress Emeritus; Peggy Charren, founder of Action for Children's Television; Vartan Gregorian, President of Brown University and former President of The New York Public Library;

Dianne Pilgrim, Director of The Cooper-Hewitt National Museum of Design, The Smithsonian Institution;

Dr. Frank Press, Fellow of the Carnegie Institution of Washington, and former President of the National Academy of Sciences;

Lloyd G. Richards, Professor Emeritus, Yale School of Drama; and Michael Sovern, President Emeritus of Columbia University.

# **EXHIBIT 5**

# Subscription Info.

The companies below offer a variety of programming packages and prices. Call the numbers listed for current information. Your local satellite dealer also may offer programming packages at competitive prices. Check Yellow Pages for their phone numbers. Listings are limited to advertisers.

Programmer	Services
A&L Programming Plus 800-458-8728	All 62 channels available at yearly discount. Semi-ennual and quarterly packages. Custom packages. Call for free booklet at 1-800-528-BIG.T. Open delly 9 s.mmidnight (E).
Adelphia Home Satellite Service 800-862-2477	Showtime, TMC, Filix, HBO, Dieney, Max and Playboy plus several packages and a la carle services. Monthly, annual and quarenty billing. Open seven days a week, 24 hours a day, holidays included.
All Networks Programming 800-844-8222	Ten basic packages plus custom package option with all channels available. Monthly, quarterly or annual billing. Daily 9 a.mmidnight (E).
All Star Programming 800-336-8716	Over 60 channels available: premiums, basics, networks, sports, supertations, adult. Also SUR, RTP and TV Asia. Custom package or a la carte. Open 10 a.mmidnight, MonSat.; 11 a.mmidnight, Sun. (E).
American Programming Service 800-876-8848	Over 60 channels to choose from: premiume, basics, superstations, sports, networks and adult channels. A la carle services, custom packaging or Theatre from the Sky packages. Annual, semi-annual and quarterly services available. MonFri. 8 a.m10:30 p.m., Sat. 9 a.m10:30 p.m., Sundays noon-8 p.m. (E).
Cox Setellite Programming 800-444-9293	Value Pack: CNN, H/N, ESPN, TBS, USA, FAM, LIFE, Westher, NASH, Discovery, A&E, MCK, WGN, WPUX, KTVT, WWOR, KTLA, WSBK, PT 24 plus choice of premiums. CNBC and other services available. Monthly & yearly billing.
Discount Programming 800-848-2858	Many packages available: movies, variety, sports and su- perstations. A la carte available. Open 24 hours.
Disney 800-3-DISNEY	Disney, HBO, Cinemax, ESPN, SBN, Superstar 3 Pack, 4 Pack, Skyline Silver, PT 24, and Denver Five. Variety Pak: AMC, A&E, CNN, H/N, Comedy, CMT, Discovery, Family, Learn, Lifetime, NASH, TBS, USA, Weather. Call M-F 11 a.m9 p.m. (E).
Galaxy Satellite Programming 800-289-8876	Over 60 subscription services. All basics & premiums in packages or a la carte. Annuel discount or monthly, quarterly or semi-annuel billing. MonFrt. 9 a.m. to 1 a.m. Sat. 10 a.m. to 10 p.m. Sun. 11 a.m7 p.m. (E). Call 600-286-8679 for module packages.
HBO Direct, Inc. 800-HBO-DISH 800-426-3474	Multiplex HBO and Cinemax are svallable with options: SUPERPAK — A&E, Bravo, Cartoon, CNN, Cornedy, CMT, Discovery, ESPN, Femily, MASH, LIFE, MN, PT4X, TBS, USA, Westher; or SUPERPAK Plus — SUPERPAK plus: WGN, Prime Network, WWOR, WSBK and AMC. Also available: Denver 6, SBN, CNSC, Dieney, Playloy, TNT and G5 Package.
Jones Satellite Programming 800-395-9555	Over 60 a la carte services including beaics, sports & pre- miums. Annual discounts and special pricing with basic packages. Billing options; no activation fees.
Liberty Satellite Sports 800-766-7766	Liberty Line-Up peckage; Satellite Sports Networks package (16 regional networks); SportsChannel package (eight regional networks). Regional restrictions apply.
National Programming Service 800-444-3474	Over 80 subscription channels: premiums, superstations, adult and basics. Custom packages and Pick a Pak* available. SSN and CNBC evailable. Monthly, semi-annual & annual subscriptions.
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Netfink, One Step Programming 800-842-8080	One Stop Package: Denver 5, WGN, TBS, USA, AMC, CNN, H/N, LIFE, ESPN, FAM, Weather, A&E, Discovery, Bravo, Prime Net., and NASH. A la carte: Premiums, Encore, Comedy, International, TNT, TBS, Bravo, CNBC, Superstations, Allantic 3, and others. Monthly and annual rates.
Playbay 800-326-9400	Playboy evallable by subscription or pay per view.
PrimeTime 24 800-863-7824	PrimeTime Plus: PT 24 (WABC, WRAL, WXIA) CNN, HN, USA, NASH, Discovery, Weather, A&E, AMC, LIFE, CNBC, Bravo, Family, TBS, Prime Net., Cartoon, CMTV, plus premiums.
Programmer's Clearing House 800-868-4770	Over 70 subscription channels. Premiume, besics, networks, superstations and sports (including Midwest Sports Channel). Also SUR (Spanish), RTP (Portuguese), TV Asis (Hindi), The International Channel and Caribbean Satellite Network, interpreters available at 1-800-445-2916. Monthly or annual packages. A is carts. Open Mon. through Sat. 8 a.m11 p.m., and Son. 1 p.m6 p.m. (E).
Programmers Warehouse 800-844-6444	Show, TMC, FLIX, HBO, CINE, Disney & Encore plus over 60 channels. Packages & a la carle. Monthly, quar- terly & annual rates. Open 7 days.
'Rurel TV' 800-333-9711	Over 50 channels including: TNT, TBS, ESPN, FAM, AMC, WGN, WWOR, NASH, CMTV, HN, LIFE, Discovery, Bravo, Carbon, MTV, VH1, Weather, WSBK, USA, WPIX, KTVT, KTLA, NICK, CNN, CNBC, A&E, Deriver 5, PT 24, premiums and SSN. Monthly billing.
Satellite Receivers Programming Center 800-432-8876	Over 60 channels: All basics, premiums, superstations, sports and adult services. Monthly, quarterly, semi-annual and annual billing. Hours: MonSet. 9-12 a.m., Sun. 11 a.m6 p.m. (E).
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Souze Setellite Distributing 800-787-3474	All channels available either a is carte or custom pack- aged. Monthly or quarterly billing; semi-annual and an- nual discount rates. Fax orders, cell 209-251-9396.
Superstar Satellite Entertainment 800-225-5772	SuperView: WGN, WPIX, KTLA, TBS, USA, CNBC, ESPN, CNN, HN, AMC, Bravo, Family, Prime Net, Discovery, LIFE, A&E, CMTV, NASH, TCM, Weether, Cartoon, Comedy, Premiums: HBO, CINE, SHOW, Flix, SSN, Encore, Disney, Internetional, PT24 and Deriver 5. Monthly, quarterly and annual rates.
Turner-Vision 800-344-6634	Basic; custom packages and a la carte available. Premiums, superstations, sports and adult. Monthly, quanerly, semi-annual and annual billing. Open 24 hours including holidays.
Turner Home Satellite 800-843-9286	TNT*, Cartoon, TBS, CNN, H/N, ESPN, A&E, CMTV, Discovery, FAM, LIFE, Weather, WGM, USA, Prime Net., KTVT, KTLA, WPIX, WSBK, WWOP, Bravo, AMC, TNN, PT 24, Deriver 5 and SportSouth*, Premiuma: HBO, CINE, Disney, Playboy and SSN. Monthly & annual rates. *TNT, ESPN and SportSouth subject to restrictions. Commercial establishments call 404-827-4735.
Viewer's Theater 800-242-VIEW	Premier Pak (15 channels) and other packages plus premiums, PT 24, SSN and Superstations. Monthly and annual billing. Open MonFri. 8:30 a.m1 a.m. SatSun. 12 p.m1 a.m. (E).
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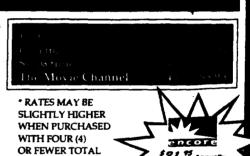
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